

Are You Getting Interested?

What We Expect.

WE SINCERELY trust that you are at least awaking to the fact that The Washington Herald is giving away more prizes and better prizes than were ever before given away in a newspaper contest. We know that we are doing a big thing in giving away these prizes. Indeed, so well do we know it that we are going to advertise until every one in this part of the country will hear of The Washington Herald's generosity. We have gone to an enormous expense in the matter of securing these prizes, but we hope to be fully repaid in the great amount of advertising and increased circulation which we shall get out of it. This is absolutely all that we are expecting, and will be satisfied with this.

About the List of Contestants.

We are preparing a list of the candidates who have already entered their names, and this list will appear in to-morrow's issue of this paper. We advise you to study this list. You will be able then to tell just how much interest is being taken in this contest. We must admit that there is very little, so far; but we hope for better results later on. It seems to us that when you consider the vast number of prizes we are offering you, you could easily see yourself a winner of one of them. If you are undecided as to what to do about it, we'd like to talk the matter over with you. We know why some of you hang back. It is because you have heard of other contests which were conducted unfairly, and you immediately associate this one with the latter named. This is unfair to us. We'd like to remind you that The Washington Herald will continue to appear on the streets and in your homes long after this contest has been closed. Can we afford, then, to jeopardize our future by a questionable act? No matter how long in advance you may subscribe for, you will receive The Washington Herald just that long. And it will become better and better as the time passes, so that you can never regret having become a subscriber.

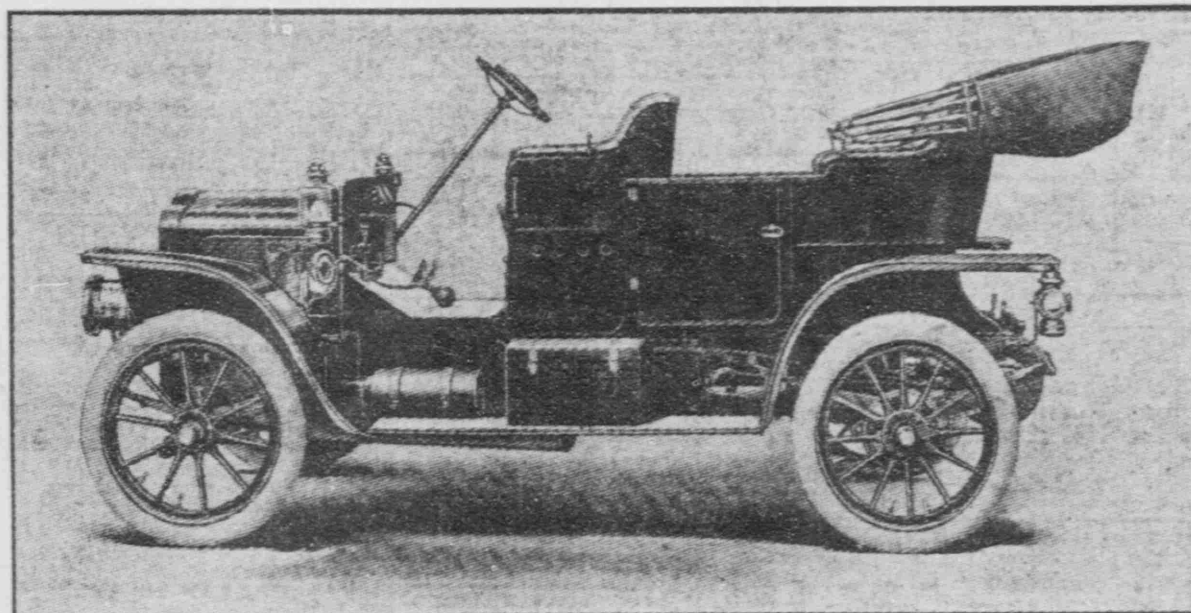
An Envyable Record.

Everything we are doing, every prize we are offering, every cent we are spending, is in the interest of The Washington Herald and its circulation. We are going to make this paper so necessary to your everyday life that you will count that day lost in which you have not read a copy of it. We are proud of the paper, proud of this magnificent prize-giving contest. We have reason to be, inasmuch as we are establishing a record for The Washington Herald in the matter of doing everything on a magnificent scale. There is nothing too good for this paper and its readers, and we will appreciate your co-operation in this attempt to make a success of our stupendous undertaking. For the little trouble to which you will be put, we are offering to repay you many times over. If this is not a fair proposition, then we are ignorant as to the meaning of the word fairness.

WAKE UP!

YOU HAVE read the story of "Rip Van Winkle; how he slept for twenty years on the mountain-side, so that when he finally awoke he was unable to recognize his surroundings, familiar as they had been to him when he fell asleep. Have you ever stopped to ask yourself whether you were a modern Rip Van Winkle? Have you been asleep these many years, while your competitors were toiling upward? Are you behind the times? Wake up! Shake yourself! Look about you! Yonder is a fellow whom you knew when you fell asleep. He was then only a plodder and entered the vast field of business unheralded by the blare of trumpet or the crash of timbrel. No one noticed him at first, but he didn't allow that to discourage him. He kept plodding along, refusing to halt by the wayside, until now he commands the notice—which was at first denied him. He has climbed the heights, but he is still a plodder. While you have been trying to break the record set by the immortal Rip, he has been going steadily onward, and now your positions are reversed. Whereas, you were at first wont to look down upon him, he must now bend his neck in order to see you. Are you railing at the fates which have brought about this awful catastrophe? For shame! You have only yourself to blame. Had you tried half as hard as the plodder you might now be even higher than he is. But no, you listened to the song of the siren until you fell asleep, and gave him the opportunity which he was quick to take advantage of. But it is not too late to recover the lead, though it will take some long strides, and you may find yourself tiring before you have shortened the gap between you materially. If you don't give in to this, but will keep on in spite of it, you'll be among the foremost at the finish. Don't despair!

OUR SECOND GRAND PRIZE. White Steamer Automobile.



If you have ever studied automobiles to any extent whatever, you must be acquainted with the wonderful advantages which the White Steamer boasts over any of its competitors. It has so many points in its favor that it were absurd to attempt to itemize them here. The elegance of this car, the speed, the easy, gliding motion, the noiselessness, the everything that goes to make a car desirable, will appeal to lovers of automobilism. Nowhere can this car be surpassed in any detail. The sickening smell of burning gasoline is unknown to this car, and the crashing, jarring, pounding, popping of a gasoline engine is likewise eliminated. All these advantages—and many more—go toward making this a car fit for a king. It is, in short, the ideal car, adapted to any use. THE WASHINGTON HERALD commends it to its readers, and manifests its approval of the car by offering it to that contestant receiving the second largest number of votes in this great prize contest. It is, indeed, an opportunity not to be thrust aside when you are offered such a prize as this White Steamer for the light task of securing subscriptions to THE WASHINGTON HERALD.

TO-DAY'S AD. To-day we are only showing you a cut of the second grand prize, a White Steamer Automobile. We are also attempting to wake you up to the vital importance of getting into this race. At the same time, we are giving you a very simple reason why we are running this contest, and why we can afford to give away so many valuable prizes. We are also asking you to work with us in this great contest and are assuring you that you can easily win one of these magnificent prizes. We are wondering what greater opportunity you can want than the one we are offering you. We shall talk to you like this every day until we have you interested.

THE WASHINGTON HERALD'S GREAT HOME CONTEST. NOMINATION BLANK.

I hereby nominate
Mr., Mrs., or Miss.....
Name of Contestant.
Street No.....
Town or City.....
As a candidate in The Herald's \$20,000 Contest.
Signed.....
Name of Sender.
Address.....
Town.....
Date..... Hour.....

THIS NOMINATION COUNTS 1,000 VOTES—Only one nomination to be credited to each contestant. Under no circumstances will the nominator's name be divulged, except the nominator of the winner of the First Grand Capital Prize.

How to Enter The Herald Contest

Send your name and address to the Contest Manager of The Washington Herald. State that you desire to compete, and a representative of the Contest Department will call on you and explain the contest in full. Each contestant is entitled to one nomination, good for 1,000 votes. Contestants can nominate themselves. They do not have to be subscribers to The Washington Herald. There are no obligations upon entering this contest, and it costs you nothing to try it. Every energetic man and woman in the District of Columbia, in the States of Maryland, Virginia, and West Virginia, should take a hand in this voting contest. Send in your name, or phone 2200 and ask for the Contest Manager.

How the Grand Prizes Will Be Distributed.

The City of Washington and the surrounding territory have been divided into eighteen districts, as follows:
Eleven districts in the City of Washington and seven districts outside. The Grand Capital Prize, a \$5,850 House and Lot, will be awarded to the contestant who secures the largest number of votes in the entire contest, irrespective of districts.
A White Steamer Touring Car will be awarded as the Second Grand Capital Prize to the contestant receiving the second greatest number of votes in the entire contest, irrespective of districts.
A Victoria Electric will be awarded as the Third Grand Capital Prize to the contestant receiving the third greatest number of votes in the entire contest, irrespective of districts.
A Building Lot, valued at \$1,000, will be awarded as the Fourth Grand Capital Prize to the contestant receiving the fourth greatest number of votes in the entire contest, irrespective of districts.
Two Trips to Europe, with all expenses paid, will be awarded to the contestant receiving the fifth greatest number of votes in the entire contest, irrespective of districts.

The District Prizes Will Be Distributed as Follows:

The Capital Prize in each of the eighteen districts will be a Beautiful Piano, valued at \$450. One of these Pianos will be awarded to each of the contestants securing the largest number of votes in their respective districts.
The contestant securing the second largest number of votes in each of their respective districts will receive a beautiful Bedroom Suite, valued at \$75.
The contestants standing third in each of their respective districts at the close of the contest will each receive a beautiful Solid Gold Watch, man's or lady's, valued at \$35 each.
Any contestant winning one of the Five Grand Capital Prizes cannot win any of the district prizes.
The fact that there are three prizes for each district besides the five Grand Capital Prizes makes it a certainty that there will be at least three winners in each of the districts, and should one of the Grand Capital Prizes be won by you or any other candidate in your district, there will be four or more prizes awarded to your district.
There will be eighteen more prizes, to be announced later, for district prizes, making four prizes in each district.

Other Prizes Will Be Announced from Time to Time.

The Division of Districts.

In order to equalize competition so that each and every contestant will have an equal show to win one of the Grand Capital Prizes, the territory covered by The Washington Herald has been divided into eighteen (18) districts, as follows—eleven districts in the City of Washington and seven outside districts:

- DISTRICT NO. 1.** District No. 1 includes all the City of Georgetown, known as that section west of Rock Creek and south of Massachusetts avenue, east of the District line, and north of the Potomac River.
- DISTRICT NO. 2.** District No. 2 includes all that territory bounded by the north side of S street northwest and the west side of Fourteenth street northwest to the extremity and the east bank of Rock Creek.
- DISTRICT NO. 3.** District No. 3 includes all that territory bounded by the north side of L street northwest and the west side of Fourteenth street, the south side of S street northwest, and the east bank of Rock Creek.
- DISTRICT NO. 4.** District No. 4 includes all that territory bounded by the north side of B street northwest, the west side of Fourteenth street northwest, and the south side of L street northwest and Rock Creek, and the Potomac River.
- DISTRICT NO. 5.** District No. 5 includes all that territory bounded by the west side of South Capitol street and the south side of B street southwest, and the Speedway and Washington Channel.
- DISTRICT NO. 6.** District No. 6 includes all that territory bounded by an imaginary line through them all from the Capitol to Fourteenth street on the south, the west side of North Capitol street, the south side of L street northwest, and the east side of Fourteenth street northwest.
- DISTRICT NO. 7.** District No. 7 includes all that territory bounded by the north side of L street northwest, and the west side of North Capitol street, and the south side of S street northwest, and the east side of Fourteenth street.
- DISTRICT NO. 8.** District No. 8 includes all that territory bounded by the north side of S street northwest and the west side of North Capitol street to Michigan avenue, and the south side of Spring road and the east side of Fourteenth street.
- DISTRICT NO. 9.** District No. 9 includes all that territory bounded by the north side of H street northwest and the west side of Madison road, and the east side of North Capitol street, including Eckington suburb.
- DISTRICT NO. 10.** District No. 10 includes all that territory bounded by the north side of East Capitol street, Eastern Branch, and the south side of Benning road, and H street northeast, and the east side of North Capitol street.
- DISTRICT NO. 11.** District No. 11 includes all that territory bounded on the south and east by the Eastern Branch and on the south side of East Capitol street and the east side of South Capitol street.
- DISTRICT NO. 12.** District No. 12 includes the City of Alexandria, Anacostia, Congress Heights, and Good Hope, and all rural territory from the above cities.
- DISTRICT NO. 13.** District No. 13 includes Petworth, Brightwood, Takoma Park, Silver Springs, Sligo, Brookland, Langdon, North Langdon, Woodridge, and rural territory from the above named places.
- DISTRICT NO. 14.** District No. 14 includes Tonnallytown, Somerset Heights, Friendship Heights, Derwood, and Chevy Chase, in the District of Columbia and Maryland, Cleveland Park, Cathedral Heights, and Woodley Park, and all rural territory from the above named places.
- DISTRICT NO. 15.** District No. 15 includes Hyattsville, Riverdale, College Park, Mount Rainier, Vienna, Clarendon, Del Rey, Braddock Heights, Arlington, St. Elmo, West Falls Church, Rosslyn, Ballston, and all rural territory from the above named places.
- DISTRICT NO. 16.** District No. 16 includes Kensington, Woodside, Forest Glen, Laurel, Perwyn, and all rural territory from the above named places.
- DISTRICT NO. 17.** District No. 17 includes all towns in the State of Virginia and West Virginia, with the exception of Alexandria in Virginia.
- DISTRICT NO. 18.** District No. 18 includes the State of Maryland and territory not mentioned in the other named districts.

Declining Vote Scale.

Votes will be allowed on all prepaid subscriptions during the three voting periods, as follows:

FIRST PERIOD—From March 27 to May 1, 1909.			
		No. of votes.	
		New	Old
BY MAIL OR CARRIER.		Subscription.	Subscription.
1 month's subscription Daily & Sunday Herald.....	\$0.50	200	100
3 months' subscription Daily & Sunday Herald.....	1.50	1,200	600
6 months' subscription Daily & Sunday Herald.....	3.00	2,400	1,200
1 year's subscription Daily & Sunday Herald.....	6.00	4,800	2,400
2 years' subscription Daily & Sunday Herald.....	12.00	9,600	4,800
3 years' subscription Daily & Sunday Herald.....	18.00	14,400	7,200
Daily Herald, without Sunday edition, at 40 cents per month, or \$4.80 a year. Twenty per cent less votes will be issued from the above scale.			
SECOND PERIOD—From May 3 to June 15, 1909.			
		No. of votes.	
		New	Old
BY MAIL OR CARRIER.		Subscription.	Subscription.
1 month's subscription Daily & Sunday Herald.....	\$0.50	150	75
3 months' subscription Daily & Sunday Herald.....	1.50	450	225
6 months' subscription Daily & Sunday Herald.....	3.00	900	450
1 year's subscription Daily & Sunday Herald.....	6.00	1,800	900
2 years' subscription Daily & Sunday Herald.....	12.00	3,600	1,800
3 years' subscription Daily & Sunday Herald.....	18.00	5,400	2,700
Twenty per cent less votes will be issued where subscriptions are received for the Daily Herald, at \$4.80 a year.			
THIRD PERIOD—From June 16 to July 3, 1909.			
		No. of votes.	
		New	Old
BY MAIL OR CARRIER.		Subscription.	Subscription.
1 month's subscription Daily & Sunday Herald.....	\$0.50	100	50
3 months' subscription Daily & Sunday Herald.....	1.50	300	150
6 months' subscription Daily & Sunday Herald.....	3.00	600	300
1 year's subscription Daily & Sunday Herald.....	6.00	1,200	600
2 years' subscription Daily & Sunday Herald.....	12.00	2,400	1,200
3 years' subscription Daily & Sunday Herald.....	18.00	3,600	1,800
Twenty per cent less votes will be issued where subscriptions are received for the Daily Herald, at \$4.80 a year.			